

CONTRACT & RESERVATION FORM I

HIGHLIGHTED SPONSORS | AJR MEDIA GROUP

AAA Explorer eNewsletter

AAA Explorer Texas

___Sponsored Content \$8,910 ___Banner Ad \$5,940

___Property/Business Showcase \$3,341

AAA Explorer Southern

___Sponsored Content \$4,851 ___Banner Ad \$3,416

___Property/Business Showcase \$2,079

AAA Explorer Southern DISCOVER Special Section

___Spring 2027 ___Full page \$10,890 ___1/2 page \$6,050

AJR Media's Festival & Event Amplifier

___\$1,053

AJR Media's TourLouisiana.com Audience Targeted Display Campaign

___Display & Social \$6,000 ___Display Only \$3,750

___Facebook/Instagram Ads Only \$2,750

Sky Elements Drone Shows by AJR Media Group

___100 Drones \$16,316 ___150 Drones \$24,316

___200 Drones \$32,211 ___300 Drones \$47,053

___400 Drones \$61,474 ___500 Drones \$75,263

___Add-on 12 Pyro Drones \$15,000

HIGHLIGHTED SPONSORS | COMPASS MEDIA

Compass Media Destination Storytelling & Targeted Display

___\$2,125 ___\$2,400 ___\$3,425

Compass Media Digital Display Campaign

___1,300 Clicks \$1,725 ___2,100 Clicks \$2,800

___4,500 Clicks \$5,575 ___9,000 Clicks \$10,850

Compass Media Digital Outdoor Campaign

___1,300 Clicks \$1,725 ___2,100 Clicks \$2,800

___4,500 Clicks \$5,575 ___9,000 Clicks \$10,850

Compass Media Display & Social Media Remarketing Campaign

___1,920 Clicks \$2,875 ___4,000 Clicks \$5,525 ___8,400 Clicks \$10,875

Compass Media Fall Travel Co-Op Email & Digital Display

September 2027 ___Program 1 \$2,700 ___Program 2 \$3,750

Compass Media Custom Festival/Event Promotion

___2,100 Clicks \$2,875 ___2,950 Clicks \$4,100 ___4,250 Clicks \$5,750

Compass Media Foodie Focused Campaign

___\$3,450 ___\$5,750 ___\$8,625

Compass Media Staycation

___2,100 Clicks \$2,875 ___2,950 Clicks \$4,100 ___4,250 Clicks \$5,750

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Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

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Business _____

Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

PAYMENT INFORMATION

Check (made payable to LTA) _____ Bill Me _____

Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge \$ _____

Card # _____

Expiration date: _____ CVV: _____

Name as it appears on card:

Billing address for card: _____

Signature: _____

Date: _____

CONTRACT & RESERVATION FORM 2

Compass Media Targeted Email Solutions

___\$1,725

\$_____

Compass Media YouTube, FB & IG Video Campaign

___5,900+ \$2,350 ___15,400+ \$5,750 ___33,000+ \$11,400

\$_____

LTA CAMPAIGNS

Louisiana Attractions Program

June 2027 ___June 2028
___Full page \$1,895 ___1/2 page \$1,195 ___1/4 page \$675
___Photo Listing \$450 ___Basic Listing \$275 ___Coupons \$400
___Special Photo Listing Rate \$395

\$_____

Louisiana Bed & Breakfast Digital Program

___December 2026 ___December 2027
___Full page \$1,595 ___1/2 page \$995 ___1/4 page \$695
___Photo Listing \$450

\$_____

Louisiana Christmas Campaign

___October 2027 ___October 2028
___Full page \$1,525 ___1/2 page \$995 ___1/4 page \$575
___Photo Listing \$425 ___Basic Listing \$250 ___Calendar Listing \$150

\$_____

Louisiana Outdoor Adventures Program + eNewsletter

___Spring 2027 ___Spring 2028
___Full Page \$1,895 ___1/2 page \$1,195 ___1/4 page \$675
___Photo Listing \$450 ___Basic Listing \$275 ___Coupons \$400
___Charter Rate \$350

\$_____

eNewsletter

___March 2027 ___September 2027 ___March 2028
___September 2028 ___Side Banner \$400 ___Advertorial \$575

Louisiana Golf Program

___Winter 2027 ___Winter 2028
___Full Page \$1,695 ___1/2 page \$995 ___1/4 page \$695
NON MEMBER RATES
___Full Page \$2,035 ___1/2 page \$1,195 ___1/4 page \$835

\$_____

Taste Louisiana 2027

___\$25,000 ___\$14,500 ___\$6,000
___\$3,000 ___\$500

\$_____

TRADE AND TRAVEL SHOWS

American Bus Association

___2027 ___2028
___Full page \$800 ___1/2 page \$450

\$_____

Going on Faith Travel

___2027 ___2028
___Full page \$800 ___1/2 page \$450

\$_____

Group Travel Con

___2027 ___2028
___Full page \$800 ___1/2 page \$450

\$_____

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Phone _____

E-mail _____

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Signature _____

Date _____

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Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge \$ _____

Card # _____

Expiration date: _____ CVV: _____

Name as it appears on card:

Billing address for card: _____

Signature: _____

Date: _____

CONTRACT & RESERVATION FORM 3

National Tour Association

____ 2027 _____ 2028
____ Full page \$800 _____ 1/2 page \$450

Small Market Meetings Conference

____ 2027 _____ 2028
____ Full page \$800 _____ 1/2 page \$450

Student Youth Travel Association

____ 2027 _____ 2028
____ Full page \$800 _____ 1/2 page \$450

Brochure & Rack Card Printing (Circle your selection)

	10,000	15,000	25,000
Rack Card	\$1,585	\$1,735	\$2,060
2 Panel (8"x9")	\$1,670	\$1,835	\$2,245
3 Panel (8.5"x11")	\$1,750	\$1,960	\$2,500
4 Panel (8.5"x14")	\$1,950	\$2,200	\$2,700

Louisiana Distribution Program

____ One panel rack card (no larger than a 4" x 9") \$600
____ 2-3 panel brochure (no larger than a 4" x 9") \$650
____ Multiple page brochure (no larger than a 4" x 9") \$750
____ Digest/Full size \$900
____ One-time distribution (max 5,000 brochures) \$450
____ New festival/event one time distribution \$375
____ New festival/event annual distribution \$575

BROADCAST MEDIA | RADIO

Advance Travel & Tourism's Spotify Campaign

____ Option 1 \$2,530 _____ Option 2 \$4,025

American Road Magazine's Trip Talk Podcast

____ Option 1 \$650 _____ Option 2 \$2,875

BROADCAST MEDIA | TV

Gray Media's GDM Excursions

____ Option A 1 \$8,625 _____ Option B \$6,325 _____ Option C \$4,025

Gray Media's Travel-Intender Targeting Program

____ \$15,000

Nexstar Media's OTT Video Everywhere

____ Tier 1 \$4,025 _____ Tier 2 \$2,588 _____ Tier 3 \$1,725

Nexstar Media's Omnichannel Targeting Program

____ \$18,113

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

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Signature: _____

Date: _____

CONTRACT & RESERVATION FORM 4

MEDIA BUNDLES

225 Magazine Multi-Media Bundle

___Option 1 \$2,250 ___Option 2 \$4,025 \$_____

Atlanta Magazine’s Quarterly Travel Bundle

___1/4 page package \$4,600 ___1/2 page package \$9,775 \$_____

Country Roads Magazine Multi-Platform Content Package

___Option 1 \$3,000 - ___Option 2 \$3,800 \$_____

Delta Digital Outdoor Multi-Platform Package

___Spring 2027 ___Summer 2027 \$_____
___\$11,000

Hoffman Media Culinary Bundle

___Jan/Feb 2027 ___Mar/Apr 2027 ___May/June 2027 \$_____
___July/Aug 2027 ___Sept/Oct 2027 ___Nov/Dec 2027
___Jan/Feb 2028 ___Mar/Apr 2028 ___May/June 2028
___Option 1 \$3,450 ___Option 2 \$1,610 ___Option 3 \$805
___Option 4 \$6,095 ___Option 5 \$4,830

Houston Chronicle Multi-Media Bundle

___Program 1A \$2,875 ___Program 1B \$3,450 ___Program 2 \$4,025 \$_____
___Program 3 \$7,475 ___Program 4 \$11,500 ___Program 5 \$15,812
___Program 6 \$12,105

Local Palate Multi-Platform Campaign

___Option 1 \$4,083 ___Option 2 \$6,038 \$_____

Oxford American Print and “Somewhere in Louisiana” Bundles

Premium Print Placement \$_____
___Spring 2027 ___Summer 2027 ___Fall 2027
___Annual Southern Music Issue 2027 ___Spring 2028
___Full Page \$3,784 ___Spread \$7,567 ___Inside Back Cover \$4,784
“Somewhere in Louisiana” Bundles
___Package A \$6,100 ___Package B \$5,600
___Package C \$5,200 ___Package D \$4,450

MAGAZINES | Culinary & Culture

64 Parishes

___Winter 2026 ___Spring 2027 ___Summer 2027 \$_____
___Fall 2027 ___Winter 2027 ___Spring 2028
___Summer 2028
___1/4 page \$855 ___1/2 page \$1,275 ___Full page \$1,985
___Regular column \$275 ___Feature story \$607

Country Roads Magazine

___Jan 2027 ___Feb 2027 ___Mar 2027 \$_____
___Apr 2027 ___May 2027 ___June 2027
___July 2027 ___Aug 2027 ___Sept 2027
___Oct 2027 ___Nov 2027 ___Dec 2027
___Jan 2028 ___Feb 2028 ___Mar 2028
___Apr 2028 ___May 2028 ___June 2028
___Option 1 \$3,400 ___Option 2 \$4,400

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City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

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Address _____

City _____

State _____ Zip _____

Phone _____

E-mail _____

Billing E-mail _____

Signature _____

Date _____

PAYMENT INFORMATION

Check (made payable to LTA) _____ Bill Me _____

Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge \$ _____

Card # _____

Expiration date: _____ CVV: _____

Name as it appears on card:

Billing address for card: _____

Signature: _____

Date: _____

CONTRACT & RESERVATION FORM 5

The Local Palate

Spring Travel South 2027 2028
Restaurants Issue 2027 2028
Fall Road Trips 2027
Best Culinary Towns 2027
Spread \$9,775 Full Page \$5,750 1/2 Page \$4,315

LIFESTYLE

AARP The Magazine

Feb/Mar 2027 Apr/May 2027 Aug/Sept 2027
Oct/Nov 2027 Feb/Mar 2028 Apr/May 2028
Full Page Package \$15,675 1/2 Page Package \$10,175 1/3 Page Package \$7,315

Houstonia Magazine

Spring 2027 Summer 2027 Fall 2027
Winter 2027 Spring 2028 Summer 2028
Fall 2028 Winter 2028
Full page \$6,650 1/2 page \$3,590 1/3 page \$2,545

okra Magazine

Winter 2027 Spring 2027 Summer 2027
Fall 2027 Winter 2028 Spring 2028
Summer 2028
Option 1 \$3,800 Option 2 \$2,600 Option 3 \$8,900
Option 4 \$5,575

Texas Monthly Co-op

March 2027 May 2027 August 2027
September 2027 November 2027 March 2028
May 2028
Full page \$9,941 1/2 page \$7,623 1/3 page \$4,919

OUTDOOR & TRAVEL

American Road Magazine

Winter 2026 Spring 2027 Summer 2027
Autumn 2027 Winter 2027 Spring 2028
Summer 2028
1/2 page \$2,210 1/4 page \$1,105

ROVA-The Magazine for Epic Road Trips

Feb/Mar 2027 Apr/May 2027 June/July 2027
Aug/Sept 2027 Oct/Nov 2027 Dec/Jan 2028
Feb/Mar 2028 Apr/May 2028 June/July 2028
Full page \$4,500 1/2 page \$2,900 1/4 page \$1,950

NEWSPAPER

LPA Newspaper Print & Digital Program [Circle your selection(s)]

One Month Print Network One Month Digital Network

Coverage	Impressions	Medium	Large
1 DMA	250,000	\$4,214	\$4,732
2 DMAs	500,000	\$7,038	\$7,929
3 DMAs	750,000	\$9,792	\$11,034
4 DMAs	1,000,000	\$12,615	\$13,915
5 DMAs	1,250,000	\$14,959	\$16,770
Entire State	1,500,000	\$17,526	\$19,538

Coverage	Impressions	Display Ads
1 DMA	250,000	\$2,760
2 DMAs	500,000	\$4,651
3 DMAs	750,000	\$6,624
4 DMAs	1,000,000	\$8,671
5 DMAs	1,250,000	\$10,737
Entire State	1,500,000	\$12,816

Scrolling Ad Ticker \$2,530
Tap-to-expand ad ticker \$2,875

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State Zip

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PAYMENT INFORMATION

Check (made payable to LTA) Bill Me

Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge \$

Card #

Expiration date: CVV:

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Signature:

Date:

CONTRACT & RESERVATION FORM 6

DIRECTORIES & GUIDES

Good Sam Print + Digital Enhancement 2028 \$ _____
___ 1/6 page \$2,900 ___ 1/12 page \$1,500 ___ Digital Enhancement \$650

DIGITAL CAMPAIGNS | DISPLAY & AWARENESS

AARP Digital Campaign \$ _____
___ Program 1 \$4,025 ___ Program 2 \$8,000 ___ Program 3 \$5,750
___ Program 4 \$5,750

American Road Magazine Digital Packages \$ _____
___ Package 1 \$1,295 ___ Package 2 \$2,300 ___ Package 3 \$2,980
___ Package 4 \$1,300 ___ Package 5 \$4,830 ___ Package 6 \$2,545

Atlanta Magazine Digital Packages \$ _____
___ \$10,925 ___ \$8,625

Garden & Gun Digital Campaign \$ _____
___ Option 1 \$6,325 ___ Option 2 \$6,325 ___ Option 3 \$9,200
___ Option 4 \$11,500 ___ Option 5 \$17,250

Houstonia Magazine's Digital Campaigns \$ _____
___ \$2,500 ___ \$5,000

Miles Partnership Premium Display or Native Campaigns \$ _____
___ \$5,750

NOLA.com Digital Campaign \$ _____
___ Package 1 \$1,610 ___ Package 2 \$4,025 ___ Package 3 \$7,015

Sojern Match Back Digital Campaign \$ _____
___ Tier 1 \$3,450 ___ Tier 2 \$5,750 ___ Tier 3 \$11,500

Texas Monthly Digital Campaign \$ _____
___ Program 1 \$4,025 ___ Program 2 \$3,105 ___ Program 3 \$6,460

Tripadvisor Targeted Travel Advertising \$ _____
___ \$3,300

USA Today Digital Campaign by LocaliQ \$ _____
___ \$1,130 ___ \$1,600 ___ \$2,190

DIGITAL CAMPAIGNS | EMAIL MARKETING

Advance Travel & Tourism Targeted Email Campaign \$ _____
___ Option 1 \$3,135 ___ Option 2 \$2,585 ___ Option 3 \$4,500

Country Roads Dedicated eNewsletter \$ _____
___ \$2,900

Hearst Targeted Email Advertising Packages \$ _____
___ Option 1 \$720 ___ Option 2 \$1,375 ___ Option 3 \$2,875
___ Option 4 \$290

ROVA-The Magazine for Epic Road Trips eNewsletter Program \$ _____
___ \$1,950

StyleBlueprint's 'Louisiana Uncharted' Sponsored Email Campaign \$ _____
___ Spot 1 \$2,978 ___ Spot 2 \$2,777 ___ Spot 3 \$2,512 ___ Spot 4 \$2,317
___ Spot 5 \$2,116 ___ Spot 6 \$1,983

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Amount to charge \$ _____

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CONTRACT & RESERVATION FORM 7

DIGITAL CAMPAIGNS | SPONSORED & BRANDED CONTENT

NOLA.com Content Campaigns

___ \$7,000

DIGITAL CAMPAIGNS | THEMED & SEASONAL CAMPAIGNS

Gray Media's TikTok Social Video & Search

___ Option 1 \$4,140

___ Option 2 \$2,818

___ Option 3 \$1,438

KHM's (Madden) Event Conquesting Campaign

___ Programmatic Display \$2,875

___ Programmatic Video \$3,450

NOLA.com Mardi Gras for All Y'all Campaign

___ \$5,750

NOLA.com Spring Travel Guide

___ Full Page + Digital \$7,475

___ 1/2 Page + Digital \$4,140

___ 1/4 Page + Digital \$2,070

___ 1/8 Page + Digital \$865

LEAD GENERATION

The Travel Guide Group 'Louisiana Virtual Travel Show' Lead Generation & Economic Development

___ Option 1 \$990

___ Option 2 \$1,980

___ Option 3 \$3,960

SPORTS MARKETING

Sports Travel Digital Campaign

___ Program 1 \$10,200

___ Program 2 \$5,750

SportsEvents Magazine

___ March 2027

___ July 2027

___ August 2027

___ October 2027

___ December 2027

___ March 2028

___ 1/4 page \$1,325

___ 1/2 page \$2,415

___ Full Page \$3,625

SportsEvents Digital Campaign

___ \$4,515

Ultimate Sports Planners Guide

___ 2027

___ 2028

___ 2 Page Spread \$11,000

___ Full page \$5,500

___ 1/2 Page \$3,750

___ 1/4 Page \$2,000

MEETING & CONVENTION MARKETING

Convention South Print & eBlast Bundle

___ January 2027

___ March 2027

___ June 2027

___ July 2027

___ August 2027

___ September 2027

___ January 2028

___ March 2028

___ June 2028

___ Full page ad + Eblast \$5,750

___ 1/2 page ad + Eblast \$4,700

___ Full page ad only \$3,675

___ 1/2 page ad only \$2,625

Convention South Digital Campaigns

___ Option 1 \$5,750

___ Option 2 \$2,365

___ Option 3 \$1,150

___ Option 4 \$1,800

Meetings Today Digital Campaigns

___ Package 1 \$2,300

___ Package 2 \$1,725

___ Package 3 \$2,875

Small Market Meetings Magazine

___ Feb 2027

___ March 2027

___ April 2027

___ June 2027

___ September 2027

___ Nov/Dec 2027

___ Feb 2028

___ April 2028

___ June 2028

___ 1/3 page \$1,265

___ 1/2 page \$1,725

___ 2/3 page \$2,070

___ Full page \$2,425

Small Market Meetings Digital Packages

___ Package 1 \$2,500

___ Package 2 \$4,000

___ Package 3 \$5,500

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

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Signature: _____

Date: _____

CONTRACT & RESERVATION FORM 8

Southeast Meetings + Events

___ Spring/Summer 2027 ___ Fall/Winter 2027 ___ Spring/Summer 2028
___ Package 1(a) \$6,000 ___ Package 1(b) \$3,450
___ 2/3 Page \$3,250 ___ 1/3 Page \$2,750

Texas Meetings + Events

___ Winter 2027 ___ Spring 2027 ___ Summer 2027
___ Fall 2027 ___ Winter 2028 ___ Spring 2028
___ Full Page \$5,000 ___ 1/2 Page \$3,000 ___ 2/3 Page \$3,000
___ 1/3 Page \$1,750

GROUP TRAVEL MARKETING

LTA AAA eNewsletter

___ January 2027 ___ June 2027 ___ October 2027
___ January 2028 ___ June 2028
___ Side Banner \$350 ___ Advertorial \$495

LTA Group Travel eNewsletter

___ January 2027 ___ March 2027 ___ June 2027
___ Oct 2027 ___ January 2028 ___ March 2028
___ June 2028
___ Side Banner \$400 ___ Advertorial \$575

Destinations Magazine

___ Jan/Feb 2027 ___ Sept/Oct 2027 ___ Nov/Dec 2027
___ Jan/Feb 2028 ___ Sept/Oct 2028 ___ Nov/Dec 2028
___ Full page \$3,600 ___ 1/2 page \$1,960 ___ 1/4 page \$980

Group Travel Leader Magazine

___ January 2027 ___ March 2027 ___ May 2027
___ September 2027 ___ January 2028 ___ March 2028
___ May 2028
___ Full Page \$3,565 ___ 2/3 Page \$2,990
___ 1/2 Page \$2,415 ___ 1/3 Page \$1,495

Group Travel Leader Digital Campaign

___ Package 1 \$2,400 ___ Package 2 \$4,200

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

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